Missouri Vote In Doubt as Hot Contest Ends

Backers of Reed and Long Alike Assert Confidence, Both Claiming Victory Decisive Majorities

Much Depends on Women

Juesday to Decide Whether Senator Has Succeeded in Winning Back Farmers

Special Dispatch to The Tribune KANSAS CITY, Mo., July 30 .- The heating is over and Tuesday the Democratic voters of Missouri will proseume political judgment upon James A Reed's stormy twerve years in the United States Senate. Supporters of both Breekinridge Long and Reed approach the ballot box verdict confident they will triumph. It has been hamber and tongs, fair hitting and foul, from the start. Animosities and bitterness have been unparalleled. And se it goes to the finish—rather a party fend than a party contest will be estiled Tuesday.

With a rally at Macon, in the 1st District, on the part of Mr. Long, and at the Coliseum in St. Louis last night by Senator Reed the oratory has ended. Both candidates have addressed more tersons than in any previous Missouri truggle. It is estimated Senator Reed has had audiences of considerably more than 150,000. His crowds have been larger than Mr. Long's, which was be expected. For Reed has been the bleet of the feud—for or against. Yet Mr. Long has spoken to more than 160,000. Oratory Virtually Finished heuting is over and Tuesday the

Oratory Virtually Finished
Both candidates have minor speaking
suggements to morrow, but the last
two days will be devoted to efforts to
get the vote out or to reach this group
of block in a last-minute appeal.
The last minute claims of the mansers may be dismissed in a few wards

The last minute claims of the man-spers may be dismissed in a few words. They represent the last effort to keep party workers on their toes. Rufe Hollister, the Long manager, says that Long will carry every Congressional district outside of the three St. Louis and the one Kansas City district, and that the majority outside the citles will be 100,000, from which will have to be substracted only a small Reed vote in the citles.

the cities.

Ed Glenn, Reed's manager, claims that Long will carry only three Congressional districts, that Reed will carry the country by 40,000 and the two cities by huge majorities.

There are minor factors to be considered just as the belleting in the statement of the considered just as the belleting in the statement.

There are minor lactors to be considered just as the balloting is about to be done—the last minute currents and cross-currents. But in the main the result will swing on these two controlling factors: trolling factors: Has Reed been able to go behind the

imposing array of country opposition as reflected by country committees and country press, admittedly against him in preponderance, and win over the farmer "at the fork of the creek"?

Women May Decide Contest Will the women of Missouri vote normally or in larger proportion for Long as the expression of the Wilson sentiment?

Both Seek Strike Vote

The close of the campaign has been an intensive drive for the "strike vote," so called on the theory the rail and mine unions will vote more as a unit than in the past. Long has driven for the vote as a friend of Wilson and McAdoo, who were friends of the rail unions; Reed has driven for it on the charge that Long was a millionaire and no rich man was friendly to labor.

So far as could be learned to-day few hets had been made on the outcome of the contest. Virtually all wagers posted to this time have been at even money.

5 Primarles To-morrow; Test Wilson Strength

Tribune's Washington Bureous NGTON, July 30.—Intense po-erest attaches to five primar-ing Senatorial and Congres-



at its exquisite flavor? 3 varieties: American, Pimento, Swiss, sold by the slice, pound or loaf.

8 VARIETIES IN TINS

Bitter Primary Rivals





Senator James A. Reed, of Missouri (above), who is the storm center of a spirited campaign for renomination, and his opponent, Breckinridge Long, openly backed by Ex-President Wilson.

land, Republican, expects renomina-tion. He has opposition from organi-zation elements. While there are five tion. He has opposition from organization elements. While there are five Republican candidates for the Senatorial nomination, the race is believed to be between Senator Sutherland and H. C. Ogden, publisher, of Wheeling. Mrs. William Gay Brown, formerly Izetta Jewell, is running for the Democratic Senatorial nomination. Mrs. Brown has conducted an active campaign. She seconded the position. campaign. She seconded the nomina-nation of John W. Davis at the San Francisco convention two years ago. Miss Alice Robertson, of Oklahoma,

and Alice Robertson, of Oklahoma, is a candidate to succeed herself in the House. The Ku-Klux Klan issue has tangled up Oklahoma politics. Miss Robertson expresses confidence of winning. She is opposed by Gus Tinches, an oil man. Miss Robertson has made an extrefffely active speaking campaign.

880 Civilian Gobs Given Year's Leave

men were given shore leave for an- ing industry. other year. Rolling down the gangway soon after the number of bells corre-

inside or outside of the brig, drew shore liberty of twenty-four hours or more, so that the five boroughs were full of sailors from Coney Island to Spuyter. Duyvil and from Times Square to Queens.

Torkville.

The intention is to erect a monument or tablet on a site to be selected by a committee which will meet within a few days to decide on details. Plans are also being made for an impressive public service in dedication of the memorial.

bornally of in larger problems.

Long as the expression of the Wilson lentiment?

A month ago, it was generally admitted, the farmer was against Reed. Reed has aimed most of his effort for this vote—with his denunciation of Hoover on price fixing, etc.

The "Rid us of Reed Clubs" have been a spectacular reflection of the weman political activity. On the other hand, the Reed forces have met the problems presented by his record on so-called woman's measures face on; in fact, some politicians believe the maternity bill record has been twisted into an asset rather than a liability, although the facts of the case may have been tortured in so doing.

The racial elements in the fight have been too important not to be mentioned. Besidos the Irish as a foundation of support everywhere, the German-American Alliance has been active driving for Reed votes as it has not in years in Missourf. The German influence has worked in the open, especially in the last week.

Both Seek Strike Vote

The dead by Ex-President Wilson.

Bocked by Ex-President Wilson.

Tuesday. In part, these primaries will be looked on as indicating whether the influence of former President Woodrow Wilson is dominant in his party.

This is true especially of the Senatorial primaries to be held by Democrats in Missouri and in Virginia. The Missouri contest between Senator Reed and former Assistant Secretary of State Breckenridge Long, is being watched with painful interest by the Senate, where Reed has numerous admirers on the Republican side, as well as some bitter enemics.

The Virginia contest also is looked on with keen interest. There, Senator Claude Swanson, Democrat and pro-willing the service of the campaign has been support of Mr. Wilson and also has a powerful hold on the Democratic machine. While it is expected Swanson will be renominated, the possibility is recognized that the unrest among the voters may play him strange pranks and nominate Davis, is



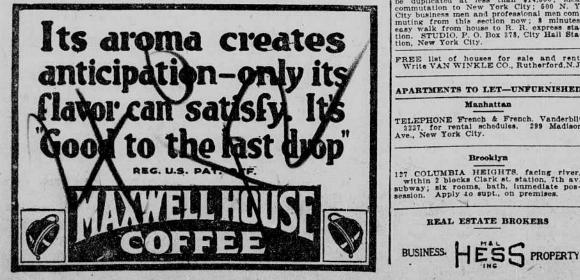
and relieves every strain. Limbers up every aching muscle.

- it kills pain!

Just because

milk is a liquid, some people think it isn't food. It's the best food in the world. Drink a quart of milk a day.

DAIRYMEN'S LEAGUE CO-OPERATIVE ASSOCIATION, INC.



Real Estate News

Untermyer Arranges for Foreign Brick

cruise to the South yesterday and the quent suffocation of the general build- \$130,000 Settlement House

REAL ESTATE

mitting any one to store reserves at the consuming end, and then came the announcement that the Metropolitan Life housing project could not proceed because brick was too high and it could not afford to pay wages asked by cer-tain building craftsmen far in excess of the agreed-upon scale.

has made an extremely active speaking campaign.

Kansas will have state and Congressional primaries Tuesday. No Senatorial contest is involved, but the Governorship and Congressional nominations are being fought over. The Industrial Court is a state issue.

In Tennessee Senator McKellar, Democrat, has n hard fight for renomination. He is opposed by G. T. Fitzhugh, a Memphis lawyer. McKellar is charged with epposing the draft and a leaning toward socialism. The Tennessee primary will be Thursday.

Ply Fails New York is Samuel Untermyer, special counsel to the housing committee, is understood to the h

ment from some European port, presumably Danzig, at least two shiploads of common brick, which would be started across the Atlantic should New Verk's sources of brick supply fail.

Street, Newark, N. J., Detween Broad and High streets, have been sold by Louis Schlesinger for Wilmer A. Baldwin, of East Orange. The People's Investment and Realty Company is the buyer. The plot has a frontage of 103 U. S. S. Illinois Returns to Port sumably Danzig, at least two shiploads Louis Schlesinger for Wilmer A. Baldof common brick, which would be win, of East Orange. The People's In-Militia

The U. S. S. Illinois, with its complement of 880 civilian gobs, officially known as the 1st Battalion Naval

of common brick, which would be started across the Atlantic should New York's sources of brick supply fail, through natural or unnatural causes, sufficiently to start general price sky-level and a maximum depth of 115 feet. The improvements consist of six brick dwellings, each two stories in height. Militia, returned from its summer rocketing to the consumer and conse-

The announcement made for the

more, so that the five boroughs were full of sailors from Coney Island to Spuyter. Duyvil and from Times Square to Queens.

Memorial to A. E. F. Dead

Is Planned in Yorkville
Residents of Yorkville, under the leadership of Congressman John F. Carew, Assemblymen Maurice Block and Frederick Hackenburg, are planning the erection of a memorial honoring dead members of the American Expedionary Forces whose homes were in Yorkville.

The intention is to erect a monument

Interested observer that some sort of manipulation of the brick supply was to fine the brick supply was to fine the brick supply was in progress. There was talk of fuel shortage and then prices started to move up. Then they began to go back again to low levels, at about the same that the shortage of brick seemed to become even more acute and the rail strike further complicated the prospect of a plenteous brick supply just at the town the construction movement of old-time proportions was getting under way.

Takes 14 Rooms on Fifth Ave.

John C. Welwood has leased a four temperature of Boston Road and 172d Street, to an operator.

EAL ESTATE

Watching Conditions

Watching Conditions

"The Lockwood committee is watching with great interest this contemplated experiment of its counsel to prove that foreign brick can be brought that there is a lively demand for residential property, the bulk of it being for moderate priced homes. High-class properties—estates, in other words—a real and present conditions are also in demand. William H. Hindre and sold in competition with domestic varieties, and present conditions are also in demand. William H. Hindre are also in demand. William H. Hin

to make available for immediate ship- Street, Newark, N. J., between Broad

Planned for East 45th St.

Metropolitan Life Insurance Company Forty-fifth Street, belonging to the The property at 217 to 225 East soon after the number of bells corresponding to 5 o'clock the men gave their sea bags a heave and bade a lusty farewell to the old ocean crusher that rode at anchor under the flanks of brother battleships, the Wyoming and Maryland, of the Atlantic Fleet.

Will Sell for \$10.50

The contract for this work was signed last week and actual construction work has been started. The cost of the work is approximately \$130,000. Edward F. Fanning is the architect. that further progress with its great Franciscan Missionaries of Mary, is to Starr, Inc.

Maryland, of the Atlantic Fieet.

The cruisers struck a heat wave shortly after floating into the Gulf Stream, and so plans have been made that next year, when the Illinois takes to the open sea again, the men will sail to the cool north shores of Halifax.

The cruisers struck a heat wave shortly after floating into the Gulf Committee," said Assemblyman Caulfield, "knows that Mr. Untermyer planned before he sailed to prove that European brick could be shipped here in competition with American made brick and sold at \$10.50 a thousand, wholesale.

Will Sell for \$10.50

"Every member of the Lockwood Committee," said Assemblyman Caulfield, "knows that Mr. Untermyer planned before he sailed to prove that European brick could be shipped here in competition with American made brick and sold at \$10.50 a thousand, wholesale.

REAL ESTATE

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N. J. Hess, President, Henry A. Frey and John S. Pettit, Vice-Presidents and staff will specialize at this office in business properties in the Grand Central and Contiguous Zones and in Country Properties on Long Island and in Westchester.

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easy terms. Book of plans to each
purchaser. T. B. & H. W. ACKERSON, Brightwaters, L. I.; 26
Court st., Brooklyn.

Richmond

ATTRACTIVE BUNGALOW—Quiet place; convenient beach and trains; express station stops; wonderful vacation spot; reasonable. D 919, Tribune.

SUBURBAN STUDIO HOME—Sacrifice coxy artistic place, especially built for year round living, less than three years old; only \$2,000 cash needed, balance of \$2,500 on easy terms, almost like rent, buys it; \$5,000 now on first mortgage can remain; has 7 large rooms, tiled bath, light, steam heat, parquet floors, running water, electric light, every convenience; beautifully situated on plot 100x 200 feet; fine garden space, shrubs and flowers in profusion; close to pretty lakes stocked with fish; select, congenial neighborhood; good markets, school and churches near by; this is a chance of a lifetime to obtain a home at a fraction of real worth; could not be duplicated at less than \$14,500; ideal commutation to New York City; 500 N. Y. City business men and professional men commuting from this section now; 8 minutes easy walk from house to R. R. express station, New York City.

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every day. THE QUEENSBORO CORPORATION 50 East 42nd Street

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Home Buyers Active Along New Jersey Coast

Properties of Every Character in Demand; Rumson Places Change Hands

Change Hands

Homes of every character located along the New Jersey sea coast have changed hands in the last ten days. The news from this section indicates that there is a lively demand for residential property, the bulk of it being for moderate priced homes. High-class properties—estates, in other words—are also in demand. William H Hintelm, of Rumson, offers several attractive places in Rumson and Monmouth Beach. He has sold for Henry E. Butler to Dr. Norman E. Titus, of Monmouth Beach, his Rumson Park property, fronting 200 feet on the Park-way and extending back to the Rumson Waterway, an arm of the South Watching Conditions
"The Lockwood committee is watching with great interest this conteminate of the contemination of the contemination

ores.
Dwight P. Thomas has sold his Mon-

New Firm in Harlem Field Morris Floren and Nathan W. Herbst have formed a partnership under the name of Florea & Herbst, Inc., with offices at 149 East 121st Street. Morris Florea has been established at the above location for a number of years and Nathan W. Herbst was formerly associated with the firm of Spotts & Starr, Inc.

Broker in Bronx Plot Deal

J. Clarence Davies was the broker in the sale for the Borough Helding Company of the plot of nineteen lots at the southwest corner of Boone Avenue and 173d Street, and the plot 75x 100 at the northwest corner of Boone Avenue and 173d Street.

brick and sold at \$10.50 a thousand, wholesale.

"Events have been turning in such a way, since Mr. Untermyer left this country, as to indicate to almost any interested observer that some sort of manipulation of the brick supply was in progress."

"Br. Matthews Changes Berth James F. Matthews, formerly of the Midwood Sales Company, is now in association with Oliver E. Allard, 1321 Fourteenth Street, to the Wyckoff Engineering Company, which will alter it into stores.

Plan Nursery for Colored Children in 132d Street

Two Properties Just West of Fifth Avenue Taken for the Purpose

327 Buildings Planned

For Brooklyn in One Week Plans and specifications for new buildings filed in Brooklyn for the week ended July 22 totaled 327 structures, at an estimated cost of \$2,495,740, against 309 structures, cost-ing \$1,424.665, in the previous week.

Park Ave. Apartment Rentals Douglas L. Elliman & Co. have sold an apartment in the new tenant-owned building 485 Park Avenue, northeast corner of Fifty-eighth Street, to Rob-ert B. Hamilton; also leased apart-ments at 270 Park Avenue to Andrew J. Pizzini; 290 Park Avenue to Samuel H Pizzini; 290 Park Avenue to Samuel H

Many Lot Buyers at Springfield

Walter C. Aberg Joins New Firm Walter C. Aberg, formerly connected with the Title Guarantee and Trust Company and the Home Title Insurance Company, is now affiliated with Thoens & Flaunlacker, Inc., as counsel and manager.

Douglas R. Coleman Rents Suite Worthington Whitehouse, Inc., has leased for Safford Brothers, Inc., an apartment at 114 East Eighty-fourth Street to Douglas R. Coleman.

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It is a great satisfaction for them to know that the man upon whom they place responsibility is living in an atmosphere of refinement, yet safely within his income.

Allerton Houses

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Country Club Announcement The Allerion Country Club, Inc., at Orienta Point, Westchester County,

Bronx Flat and Dwelling Deals Joseph Nasanowitz sold 2078 Boston Road, a three-story building, 26x100, for Donhec Itiulo to Frederick Schwartz, ho will alter. The four-story flathouse, 25x90,10x irregular, at 2428 Park Avenue has been sold by Hyman Goldman to John Schroder

Schrader.
Bertha Bowden sold to Jennie Kahn the two-story dwelling, 25x100, at 847 Manida Street. Catherine Morris sold to Louisa Laneri 3259 Decatur Avenue, a propert; 25x100.

Bostonian Rents Suite Here Culver & Co. have leased an apart-ment at 340 Lexington Avenue, to Nevil Ford, of the First National Corporation of Boston.

Iced!

Every deep cool glass reflects the perfect purity of "Nature's own beverage".

BATTEN



The best substitute for a poor salesman

Most products require salesmen to sell them. Nearly every sales force has its good sales-

men and its poor salesmen. There is no substitute for the good salesmen.

But books and schools have not entirely solved the problem of making good salesmen, because the conception of what a good salesman is changes every few years, and men must change with It.

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Advertising does with ease the thing that the poor salesman finds the greatest difficulty in doing - creating and maintaining a faith in the quality and value of the thing to be sold.

Products of outstanding quality sold by highly developed sales organizations and salesmen have succeeded without advertising.

Other products of equal quality with less able salesmen have scored successes because of strong and persistent advertising.

Advertising is no substitute for a good product. It is no substitute for good salesmen. Properly used, advertising is not a substitute at all.

But in the matter of cost, money put into good advertising instead of into poor salesmen is money more profitably employed.

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